



## Charla M. Claypool

Advertising, Promotions & Social Media Practice Group  
Leader

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Charla Claypool is an experienced practice leader who brings deep industry knowledge and practical legal guidance to clients in professional sports, advertising, and media law.

Charla works with major and minor league sports teams across the country as part of Lewis Rice's Professional Sports Practice Group. She assists these clients in drafting and negotiating agreements related to sponsorships, venue naming rights, ticketing, facility operations, special events, information technology and data privacy (including cloud services and data management), broadcasting and media rights, and licensing of music and publicity rights.

Charla also leads Lewis Rice's Advertising, Promotions & Social Media Practice Group. She advises clients on legal issues surrounding advertising, endorsements, sponsorships, and consumer promotions—including those conducted via social media. Her work includes reviewing and clearing print, radio, television, and online advertising campaigns, as well as sweepstakes, contests, and user-generated content initiatives to ensure compliance with applicable laws and regulations. She also counsels clients on copyright and trademark matters, including ownership, registration, infringement, and licensing.

Before returning to Lewis Rice, Charla served as legal counsel for Whirlpool Corporation in Benton Harbor, Michigan.

Charla has been recognized by her peers for inclusion in *Best Lawyers*® for 2024–2026.

### Education

- Washington University in St. Louis School of Law (J.D., 2007)
- Northwestern University (B.A., 2004)
  - Psychology

### Legal Background

- Legal Counsel-Marketing, Whirlpool Corporation (2014-2017)
- Associate, Lewis Rice LLC (2013-2014)

### Services

- Advertising, Promotions & Social Media
- Sports Law
- Intellectual Property
- Complex Litigation

- Associate, The Stolar Partnership LLP (2007-2013)

### **Professional Affiliations**

- American Bar Association
- Bar Association of Metropolitan St. Louis
- Mound City Bar Association
- Women Lawyer's Association

### **Admissions**

- Missouri Bar
- Illinois Bar
- Michigan Bar

### **Charitable & Civic Involvement**

- Editor, American Bar Association Women Rainmakers Newsletter (2013-2014)

### **Special Honors**

- Diversity, Equity & Inclusion 2023, *Missouri Lawyers Media*
- Honoree, Hot List, Lawyers of Color
- Honoree, 30 Under 30, *St. Louis Business Journal*
- Young Leader Award, St. Louis American Foundation

### **Firm Committees**

- Associate Development Committee